

ORDER

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KSNV

Orders

Order / Rev: **108295**
 Alt Order #: **06868207**
 Product Desc: **Horsford/DCCC**
 Estimate: **2250**
 Flight Dates: **10/26/12 - 10/30/12**
 Original Date / Rev: **10/25/12 / 11/06/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **GMMB, Inc./ Washington D.C.**
 Buying Contact: _____
 Billing Contact: _____

 Washington Harbor
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **DCCC/ Horsford** *Revised*
 Demographic: **A35+**
 Product Codes: **PLC02**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru: _____
 Order Separation: **00:05:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 8 | \$18,100.00 | \$15,385.00 |
| 10/29/12 | 10/30/12 | 17 | \$16,475.00 | \$14,003.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|-------------|--------|
| October 2012 | 8 | \$18,100.00 | \$15,385.00 | 0.00 |
| November 2012 | 17 | \$16,475.00 | \$14,003.75 | 0.00 |
| Totals | 25 | \$34,575.00 | \$29,388.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 26% | \$34,575.00 |
| Market | 100% | \$132,980.77 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 25% | \$33,245.19 |
| KLVX | 0% | \$0.00 |
| KSNV | 0% | \$0.00 |
| KTNV | 25% | \$33,245.19 |
| KTUD | 1% | \$1,329.81 |
| KVVU | 18% | \$23,936.54 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 5% | \$6,649.04 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------|------|-------------------|-----------------|---------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | KSNV | 10/26/12 | 10/30/12 | M-F 5-6a WakeUp w/WagM | 5-6a | | MT--F-- | :30 | 2 | \$450.00 | 1 | 0.00 | NM | 2 | \$900.00 |
| | | | | M-F 5-6a WakeUp w/Wagners | | | | | | | | | | | |
| WAKE UP WITH THE WAGNERS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |

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KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------------|------|-------------------|-----------------|--|-------|----------------------------|----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 10/26/12 | 10/30/12 | M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners | CM | 5-6a | MT--F-- | :30 | 2 | \$450.00 | 1 | 0.00 | NM | 2 | \$900.00 |
| WAKE UP WITH THE WAGNERS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 2 | \$450.00 | | 0.00 | | | |
| E 2 | KSNV | 10/28/12 | 10/30/12 | Wake Up Early w/ Wagners Wake Up Early Wagners | CM | 430a-5a | MT-----S | :30 | 1 | \$200.00 | 1 | 0.00 | NM | 1 | \$200.00 |
| WAKE UP EARLY W/THE WAGNERS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/28/12 | | 10/28/12 | 11/03/12 | MT-----S | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 3 | KSNV | 10/26/12 | 10/30/12 | M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners | CM | 6-7a | MT--F-- | :30 | 2 | \$700.00 | 1 | 0.00 | NM | 2 | \$1,400.00 |
| WAKE UP WITH THE WAGNERS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 2 | \$700.00 | | 0.00 | | | |
| E 4 | KSNV | 10/26/12 | 10/30/12 | Today Show Today Show | CM | 658a-9am | MT--F-- | :30 | 2 | \$900.00 | 1 | 0.00 | NM | 2 | \$1,800.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 2 | \$900.00 | | 0.00 | | | |
| E 5 | KSNV | 10/27/12 | 10/27/12 | Saturday Today Saturday Today | CM | 7a-9am | -----S- | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 1 | \$625.00 |
| SATURDAY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$625.00 | | 0.00 | | | |
| E 6 | KSNV | 10/28/12 | 10/28/12 | Meet the Press Meet the Press | CM | 8a-9am | -----S | :30 | 1 | \$3,000.00 | 1 | 0.00 | NM | 1 | \$3,000.00 |
| MEET THE PRESS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/22/12 | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| E 7 | KSNV | 10/26/12 | 10/30/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | MT--F-- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| RACHEL RAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$325.00 | | 0.00 | | | |
| E 8 | KSNV | 10/26/12 | 10/30/12 | Noon News Noon News | CM | 12-1230pm | MT--F-- | :30 | 1 | \$425.00 | 1 | 0.00 | NM | 1 | \$425.00 |
| NEWS 3 AT NOON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$425.00 | | 0.00 | | | |
| E 9 | KSNV | 10/26/12 | 10/30/12 | Dr. Phil Dr Phil | CM | 3-4p | MT--F-- | :30 | 1 | \$450.00 | 1 | 0.00 | NM | 1 | \$450.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 10 | KSNV | 10/26/12 | 10/30/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm (4:00 PM-4:30 PM) | MT--F-- | :30 | 1 | \$725.00 | 1 | 0.00 | NM | 1 | \$725.00 |
| FIRST NEWS 3 AT FOUR | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$725.00 | | 0.00 | | | |
| E 11 | KSNV | 10/26/12 | 10/30/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm (4:30 PM-5:00 PM) | MT--F-- | :30 | 1 | \$725.00 | 1 | 0.00 | NM | 1 | \$725.00 |
| NEWS 4 AT 430P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$725.00 | | 0.00 | | | |
| E 12 | KSNV | 10/26/12 | 10/30/12 | M-F Early News M-F Early News | CM | 5-630p | MT--F-- | :30 | 3 | \$1,200.00 | 1 | 0.00 | NM | 3 | \$3,600.00 |
| EARLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/26/12 | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| E 13 | KSNV | 10/26/12 | 10/30/12 | | CM | 630-7pm | MT--F-- | :30 | 1 | \$1,300.00 | 1 | 0.00 | NM | 1 | \$1,300.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|---------------------------|----------------|----------------|----------|--------|-------------------|-------------|------|---------------|--------|-------|-------------|
| | | | | M-F Jeopardy | | | | | | | | | | | |
| | | | | M-F Jeopardy | | | | | | | | | | | |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| E 14 | KSNV | 10/26/12 | 10/30/12 | M-F Wheel | CM | 7-730pm | MT--F-- | :30 | 1 | \$1,300.00 | 1 | 0.00 | NM | 1 | \$1,300.00 |
| | | | | M-F Wheel of Fortune | | | | | | | | | | | |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| E 15 | KSNV | 10/26/12 | 10/30/12 | Ralston Reports | CM | 730-758pm | MT--F-- | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| | | | | FacetoFace/Ralston Report | | | | | | | | | | | |
| FACE TO FACE W/ JON RALSTON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 16 | KSNV | 10/29/12 | 10/29/12 | Mon PR 8-10p | CM | 8-10pm | M----- | :30 | 1 | \$4,000.00 | 1 | 0.00 | NM | 1 | \$4,000.00 |
| | | | | Monday Prime 8-10pm | | | | | | | | | | | |
| THE VOICE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | | 1 | \$4,000.00 | | 0.00 | | | |
| E 17 | KSNV | 10/28/12 | 10/28/12 | NFL Football | CM | 1P-9PM | -----S | :30 | 1 | \$10,000.00 | 1 | 0.00 | NM | 1 | \$10,000.00 |
| | | | | NFL Football | | | | | | | | | | | |
| NFL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | | 1 | \$10,000.00 | | 0.00 | | | |
| E 18 | KSNV | 10/26/12 | 10/30/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | MT--F-- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| | | | | M-F News 3 at Eleven | | | | | | | | | | | |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 19 | KSNV | 10/26/12 | 10/30/12 | The Tonight Show | CM | 1135p-1236a | MT--F-- | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 1 | \$500.00 |
| | | | | Tonight Show | | | | | | | | | | | |
| TONIGHT SHOW W/ JAY LENO | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/26/12 | 11/01/12 | MT--F-- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 20 | KSNV | 10/30/12 | 10/30/12 | Last Call w/Carson Daly | CM | 136-205am | -T----- | :30 | 1 | \$40.00 | 3 | 0.00 | NM | 0 | \$0.00 |
| | | | | Last Call w/Carson Daly | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$40.00 | | 0.00 | | | |
| Spot | Ch | Date Range | | Description | Start/End Time | | Weekdays | Length | Rate | Rtg | Type | | | | |
| 1 | KSNV | 10/29/12-11/04/12 | | Last Call w/Carson Daly | 136-205am | | -T----- | :30 | (\$40.00) | 0.00 | NM | | | | |
| Unresolved | | | | | | | | | | | | | | | |
| [NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 25 | \$34,575.00 |